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Presented by Equity Marketing
Thursday 04.18.02
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The Idea

Burger King again partners with Nintendo to bring the most popular characters from video games to life through the Burger King Nintendo Super-Stars Kids Meal Program!

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Nintendo Super-Stars Program Objectives

- Create a Kids Meal promotion that leverages the size, scope and popularity of the video game market
- Capitalize on Holiday videogame platform sales when software title sales begin to increase
- Create a sweepstakes overlay that sustains heat created by Kids Meal toys

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The Burger King Opportunity

The Nintendo Super-Stars promotion:

- Leverages the success of the top videogame characters into a Kids Meal Program
- Provides toy premiums that are reflective of real game play and game action sequences
- Effectively targets the Kids Meal consumer with a promotion that gives kids what they want right now

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Promotional Overview

Timing:

- 4 week program
- January 6, 2002 through February 2, 2002

  OR

  11/25 - 12/31

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Executional Strategy Overview

- Participatory toys that reflect the real-game play and action sequences
  - Not "watch-me" toys
- Feature the most popular characters from the most popular Nintendo owned game titles
- Golden toy treasure hunt game adds to overall promotional heat

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SuperStars
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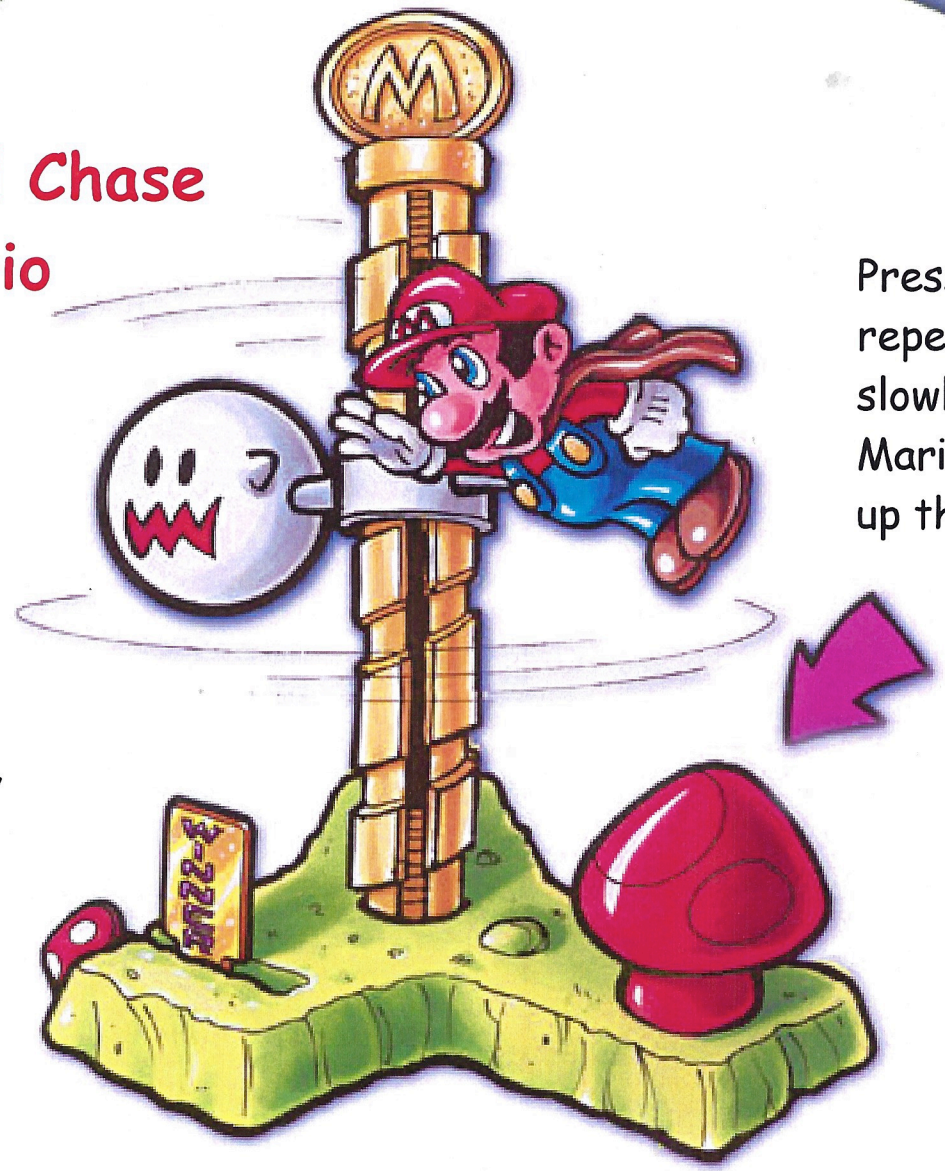
Soar and Chase Mario



Press mushroom repeatedly to slowly elevate Mario and Boo up the pole

Once they reach the top, they slide down and the first to knock over the mushroom lever Wins!

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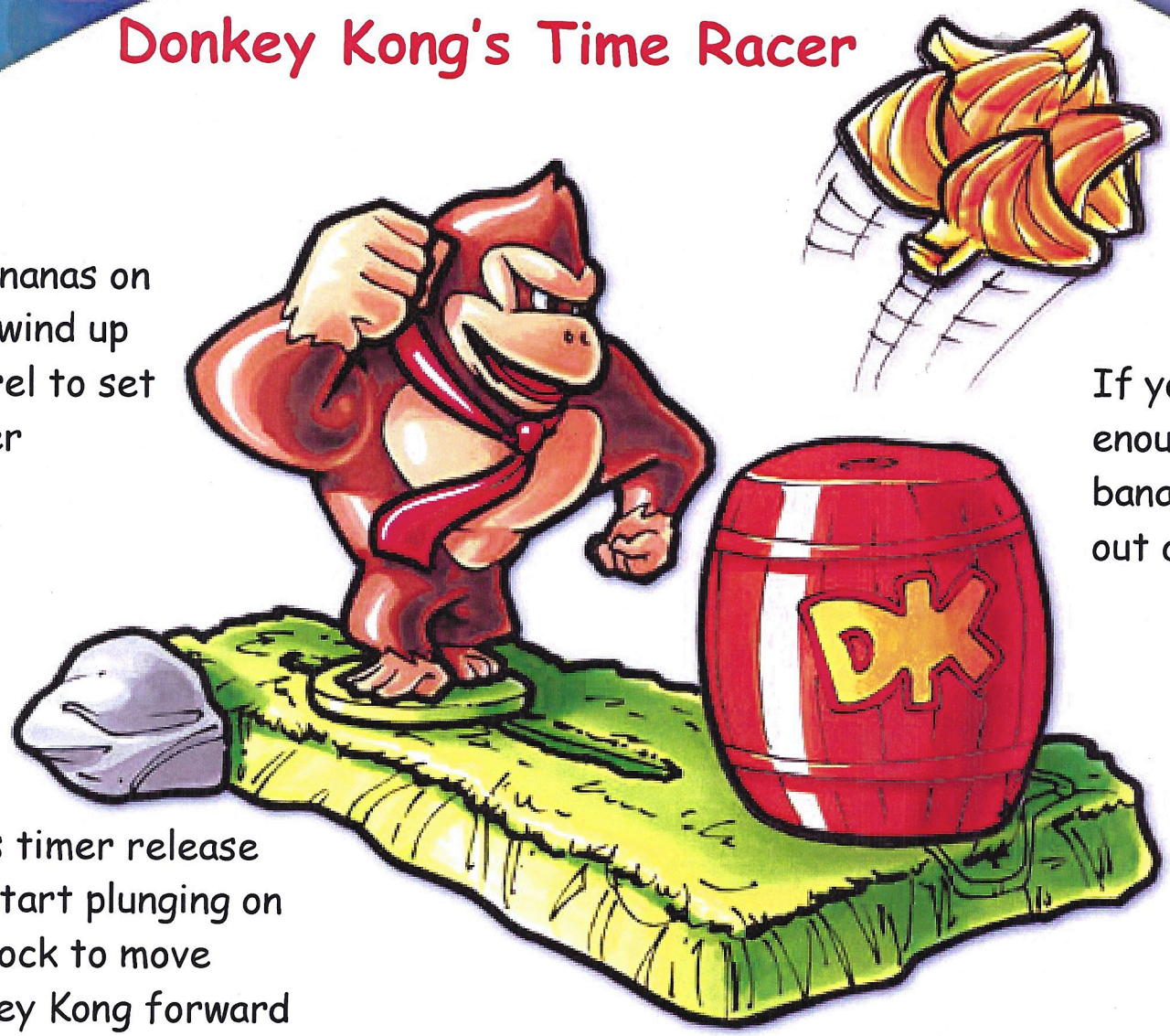
Donkey Kong's Time Racer



Place bananas on top and wind up the barrel to set the timer

If you're not fast enough, the bananas will shoot out of reach

Press timer release and start plunging on the rock to move Donkey Kong forward

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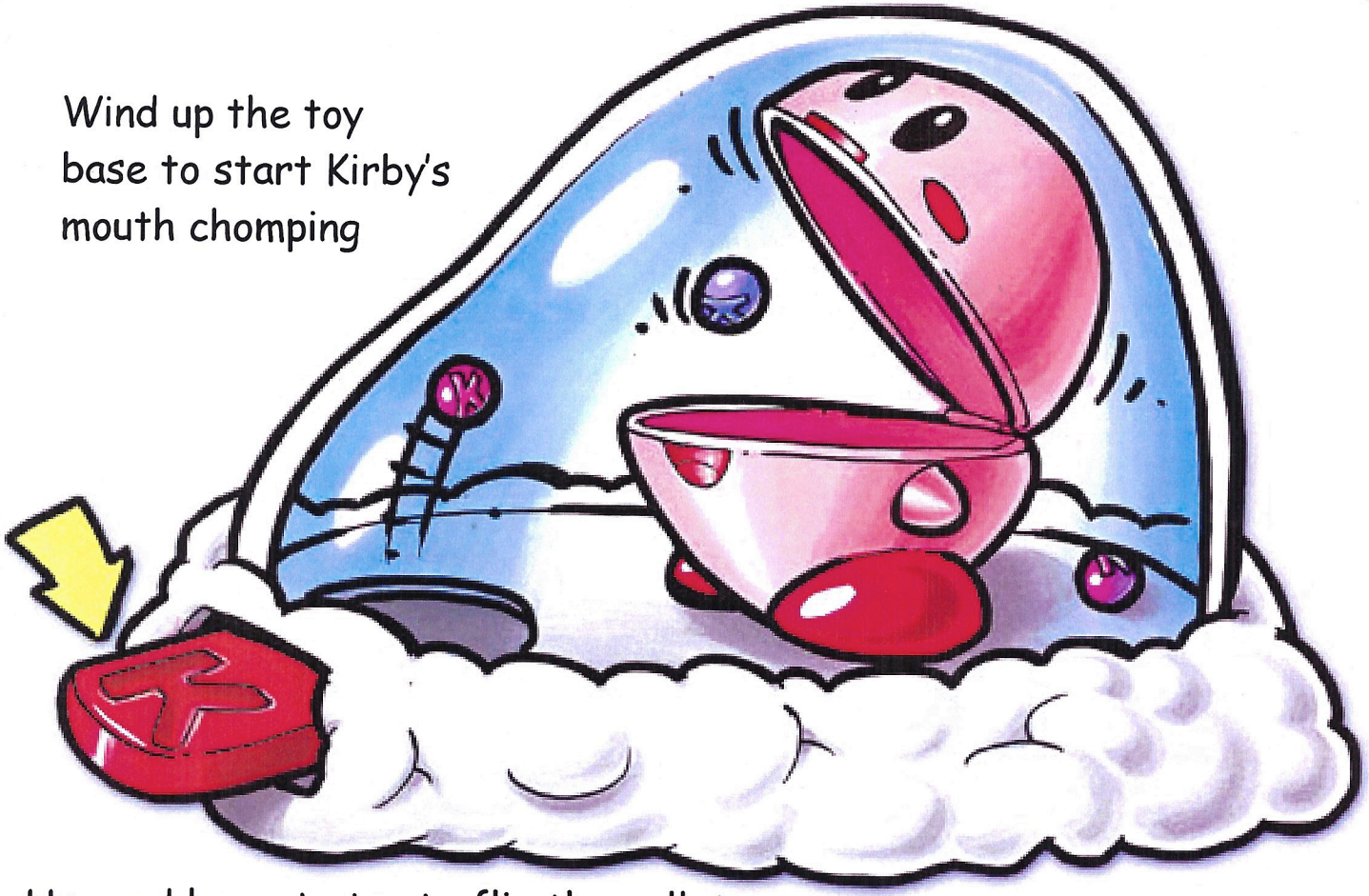
Launch and Munch Kirby

Wind up the toy base to start Kirby's mouth chomping



Use red lever to try to flip the pellets into Kirby's mouth at the right time

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Kart Wheel Racers
Mario & Peach

Push down on the mushroom repeatedly to spin the racers around

Once they stop, the one in the finish area is proclaimed the Winner!

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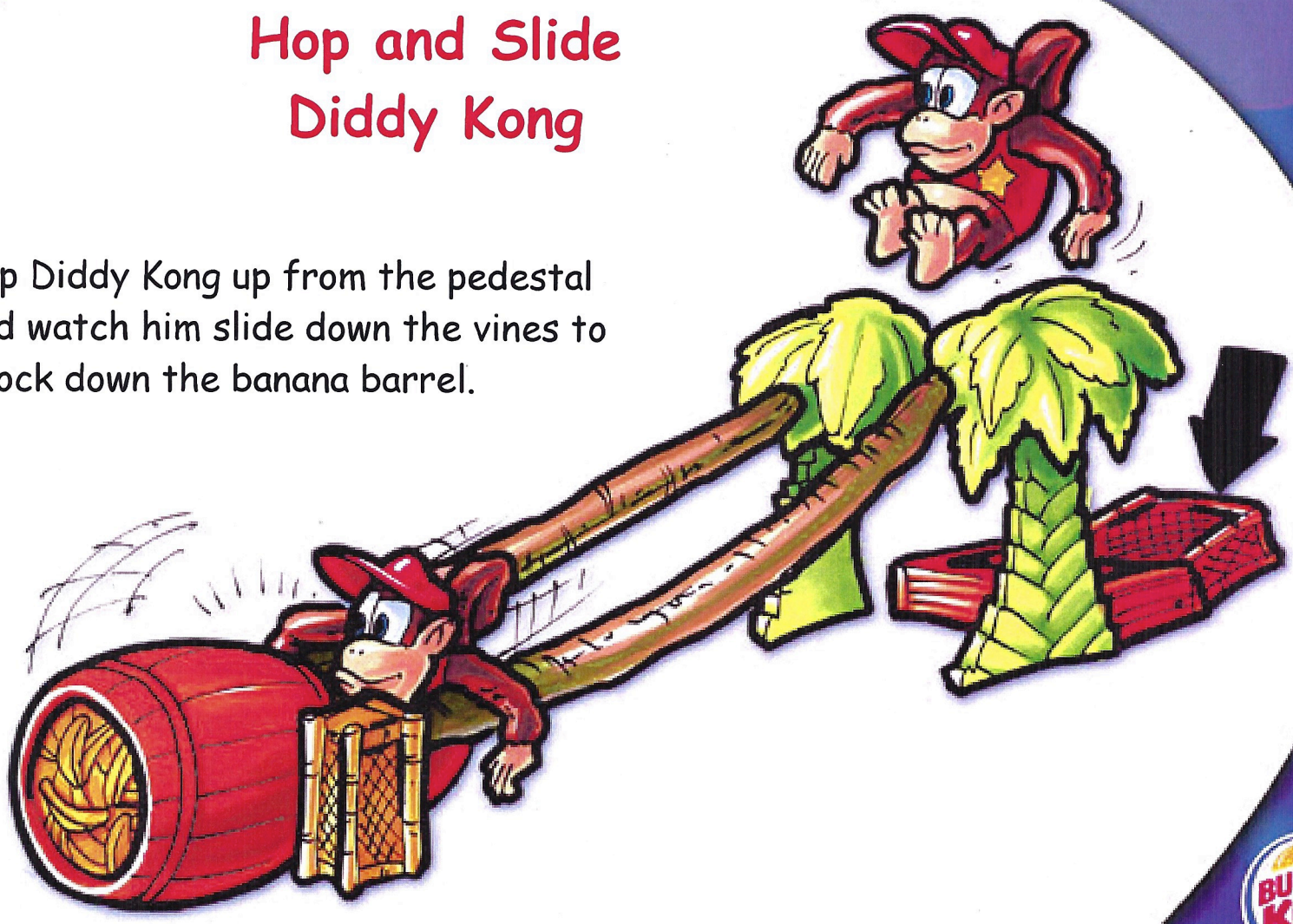
Hop and Slide Diddy Kong

Flip Diddy Kong up from the pedestal and watch him slide down the vines to knock down the banana barrel.



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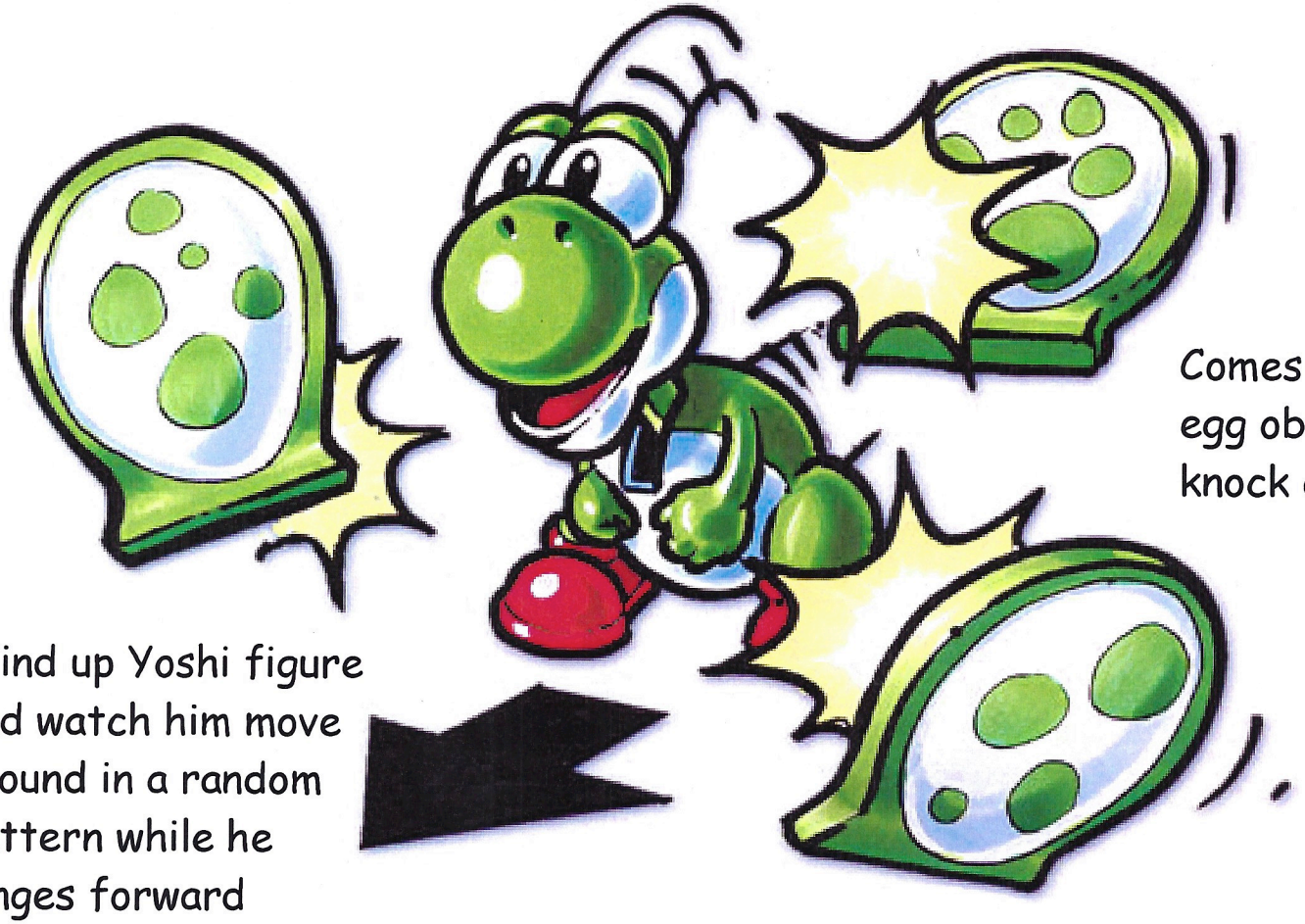
Egg Hunter Yoshi



Comes with three egg obstacles to knock over

Wind up Yoshi figure and watch him move around in a random pattern while he lunges forward

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Water Whirl Wario

Wario will spin around knocking the pellets into the point slots

Press down on the red button to launch pellets up

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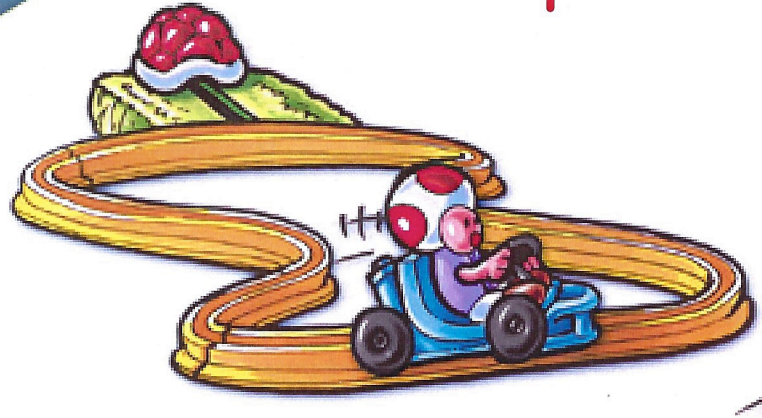
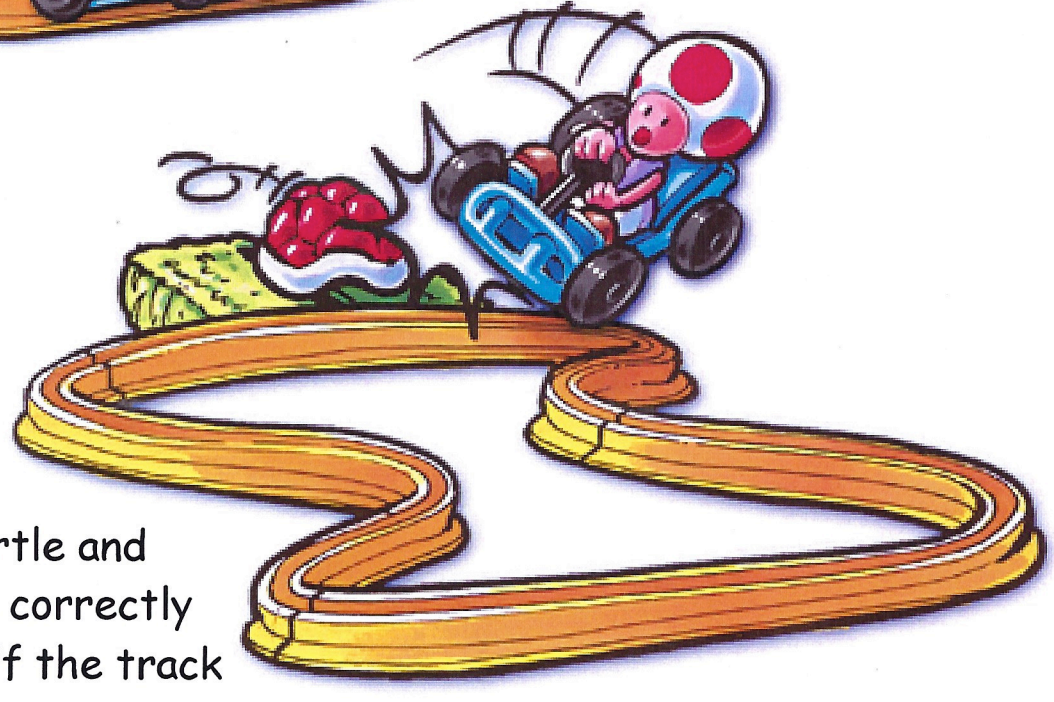
Speed Bump Toad



Wind up Toad's kart and place on the track to start the race...



...pull back on turtle and time your strike correctly to bump Toad off the track

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Game Overlay

To add to the excitement of getting a favorite Nintendo game, Burger King is executing a special game that allows the chance for kids to win current Nintendo video game titles.

- Kids that find a golden version of the Nintendo toy (and written confirmation) in their Kids Meal, win one Nintendo game title
- All toys are sealed in opaque poly bags
- To redeem, kids simply fill out the written confirmation of the golden toy and mail it in for fulfillment

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Critical Program Deadlines

- Premium Development Milestones:
  - Licensor Concept Approval 4/25/02
  - Sculpt Approval 5/15/02
  - Concept Packaging Approval 6/14/02
  - Decomasters 6/21/02
  - Final Packaging Approval 7/16/02
  - Pre-production samples 8/26/02

- Sweepstake Milestones
  - Final confirmation of titles 5/29/02
  - Delivery of titles to Equity 9/16/02

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